

August 21, 2007 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

07SN0382

Chesterfield County
Board of Supervisors

Midlothian Magisterial District
401 Charter Colony Parkway

REQUEST: Conditional Use Planned Development to permit a computer controlled variable message electronic sign.

PROPOSED LAND USE:

A computer-controlled, variable message, electronic sign, incorporated into a freestanding identification sign for Midlothian High School is planned

RECOMMENDATION

Recommend approval for the following reason:

While the proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy relative to its location within a residential district, as conditioned, the proposed sign would have no greater impact on the surrounding community than a sign which incorporates permitted changeable copy.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.)

CONDITION

In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Such sign shall be located on Charter Colony Parkway;

- b. Copy shall be limited to a maximum of two (2) lines which shall not move, but may fade;
- c. The message or display shall be programmed or sequenced to change no more than once every twenty-four (24) hours;
- d. The copy display color shall either be white or yellow;
- e. Flashing and traveling messages shall be prohibited; and
- f. Bijou lighting and animations effects shall be prohibited. (P)

GENERAL INFORMATION

Location:

Northeast quadrant of North Woolridge Road and Charter Colony Parkway and better known as 401 Charter Colony Parkway. Tax ID 726-704-6792.

Existing Zoning:

R-15

Size:

68.4 acres

Existing Land Use:

Public/semi-public school

Adjacent Zoning and Land Use:

North and West– C-3, R-9 or A; Vacant
South – R-9; Public/semi-public or vacant
East - R-9, R-15, A and O-2; Multifamily residential, single family residential, public/semi-public or vacant

UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

This request will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Midlothian Area Community Plan which suggests the property is appropriate for planned transition area use.

Area Development Trends:

The majority of the surrounding properties are part of the Charter Colony development, permitting a mix of residential, office and commercial uses. Existing development consists of single family homes on Agricultural parcels, multifamily residential uses, church and school (John Tyler Community College).

Signs:

Currently, two (2) freestanding signs are located on the property which identify the high school. One sign is located on North Woolridge Road and the other on Charter Colony Parkway. The school plans to replace the sign located on Charter Colony Parkway with a sign that incorporates a computer-controlled, variable message, electronic sign. The proposed sign and computer-controlled, variable message, electronic sign would comply with the requirements of the Zoning Ordinance which currently permit a freestanding sign 62.5 square feet in area (including changeable copy) at a height of fifteen (15) feet. This proposal would comply with the adopted electronic message center policy relative to copy display color, lines of copy, spacing between signs and lack of flashing and traveling messages, bijou lighting and animation (Condition). The proposal would not comply with the Policy relative to its location within a residential district. In an effort to minimize the impact of this sign upon these neighboring properties, a condition is recommended affecting the timing of message changes, as discussed herein.

Timing of Message Changes:

The Policy permits the timing of message changes for electronic message signs at a minimum of ten (10) second intervals. The Condition would permit the message to change no more than once during any twenty-four (24) hour period. This limitation results in the electronic message sign having no greater impact on area properties than a changeable copy message board which is permitted under the current zoning.

CONCLUSION

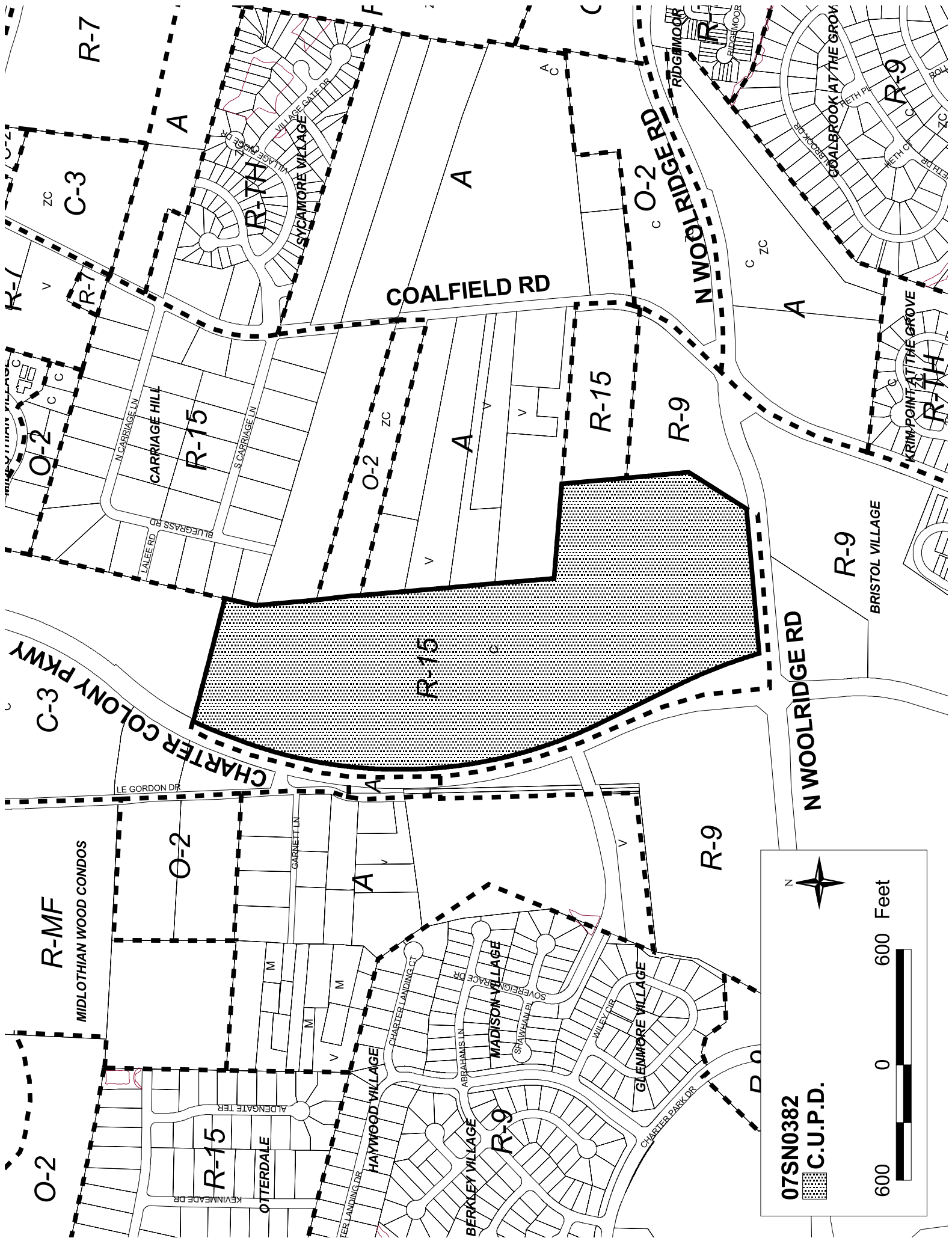
While the proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy relative to its location within a residential district, as conditioned, the proposed sign would have no greater impact on the surrounding community than a sign which incorporates permitted changeable copy.

Given these considerations, approval of this request is recommended.

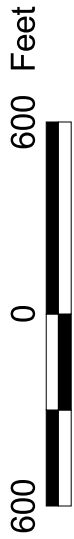
CASE HISTORY

Staff (7/24/07):

If the Commission acts on this case on August 21, 2007, it will be considered by the Board of Supervisors on August 22, 2007.



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C.U.P.D.



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